

## Explore a Topic: Marketing Small Business Pathfinder



A small business can benefit greatly from developing and executing a marketing plan. It involves putting together a strategy to get ideas, goods and services to the right customer. Good marketing involves making an effort to figure out what a customer needs and wants, and then finding a way for your business to profitably meet the customer's desires. The various library resources in this pathfinder will help with market research and market strategy.

### Websites

#### Central Florida Market Data

<http://extra.orlandosentinel.com/marketbook/market.asp>

Contains data and statistics gathered by the Orlando Sentinel on population and lifestyle, economy and employment, retailing, tourism, transportation, and more.

#### Florida QuickFacts

<http://quickfacts.census.gov/qfd/states/12000.html>

Find quick facts like retail sales per capita and median household income. Start with Florida and then drill down by county or municipality, as well.

#### Local Demographics and Statistical Data

<http://www.seminolecountyfl.gov/library/business>

Click on Local Demographics to check out the Library's portal to websites with Central Florida data for use in your marketing plan.

#### Market Research and Internet Marketing Research

<http://www.knowthis.com/research.htm>

Learn the basics of marketing research and explore the wealth of research information put out by the United States Federal Government including demographic statistics, business surveys.

#### The Marketing Resource Center

<http://www.marketingsource.com>

Designed to help small business professionals with their marketing and promotional efforts. Contains sections on how to write press releases, create sales leads and design effective websites.

#### Understanding Marketing – U. S. Small Business Administration

<http://www.sba.gov/managing/marketing/market.html>

Marketing and sales basics for the new small business owner.

#### Statistical Abstract of the United States

<http://www.census.gov/compendia/statab>

Tables of data for thousands of categories. Search to find table of interest.



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### Databases/Reference Resources Online

#### **General BusinessFile ASAP** *(In Library or remote access with Library card)*

By entering keywords like to describe your subject, you can locate articles on marketing from hundreds of business journals, magazines and newsletters.

#### **Reference USA** *(In Library or remote access with Library card)*

Use this directory to analyze your market and obtain a list of competitors within a ZIP Code, city or county. Compile a consumer mailing list after searching out your target market by geographic area, median household income or median house value.

### Journals/Periodicals

#### **ADWEEK**

Marketing and advertising trade journal.

#### **B2BMarketing Biz**

Marketing newsletter with real-life case studies of successful marketing ideas.

#### **Display and Design Ideas**

Trade journal with imaginative ideas for retail merchandising.

*The above journals with full articles are available online in  
General BusinessFile ASAP database (Gale/InfoTrac).*

### Circulating Materials

#### **Buzzmarketing : get people to talk about your stuff**

Mark Hughes

659.133 Hug

How to market your business with word-of-mouth advertising.

#### **Entrepreneur magazine's ultimate small business marketing guide : over 1500 great marketing tricks that will drive your business through the roof!**

James Stephenson

658.8 Ste

Both authoritative and comprehensive, this manual was developed for small business owners who are looking for cost-effective ways, both innovative and time-tested, to market their businesses, products and services.

#### **Guerilla Marketing for Free: 100 no-cost tactics to promote your business and energize your profits**

Jay Conrad Levinson

658.8 Lev

Levinson, the authority on big-business marketing on a small-business budget, takes this concept one step further by offering scores of marketing ideas that are completely free.



Seminole County Public Library System

## Explore a Topic: Marketing Small Business Pathfinder

**Make your business survive and thrive! : 100+ proven marketing methods to help you beat the odds and build a successful small or home-based enterprise**

Priscilla Huff

658.8 Huf

Marketing ideas for small and home base businesses.

### **Marketing for Dummies**

Alexander Hiam

658.8 Hia

Author and marketing whiz Hiam presents marketing not in the abstract way of business classes but as real-world problems with real-world solutions.

### **Maximum marketing, minimum dollars : the top 50 ways to grow your small business**

Kim T. Gordon

658.8000 Gor

Ideas and marketing strategies to promote the growth of small business without spending a lot.

## Reference Materials

### **Book of Lists, Orlando Business Journal**

Ask for it at the Reference Desk.

Contains lists of top companies, arranged by industry. Each listing includes: company name, address, telephone number, fax number (some cities-see market page for counts), contact person, job title, rank in list, and criteria for ranking (employees, revenues, etc).

### **Commercial Atlas & Marketing Guide**

Rand McNally

R912 Ran (usually on the atlas stand)

Contains detailed geographic maps & demographic data as well as economic data and economic activity projections.

### **Direct Marketing Market Place**

Hilary House Publishers

R831.1025

Contains a directory of names, addresses and phone numbers.

### **Statistical abstract of the United States.**

Bureau of the Census also online at <http://www.census.gov/compendia/statab>

R317.73 Sta

Contains tables of data to analyze target markets and spending patterns.

